COMING THIS SPRING!

A New Brand. **A Bright Future.**

Our corporate and community brand identity is evolving to reflect the positive changes we're making as the leader in senior living.

The new brand identity symbolizes the next chapter for Erickson Senior Living® and our managed communities—one that honors our mission, vision, and values as we continually strive to improve the lives of residents, employees, and their families.

Our Logo

The new logo depicts three foundational promises we make to residents and keep every day:

- Financial stability
- Health and well-being
- An active and engaged lifestyle

Erickson SENIOR LIVING®

They are represented as three gently curved lines, designed to create a sense of positivity and forward, upward movement. The lines also form a subtle "E" to signify how the Erickson Senior Living culture is embedded in every community we manage.

The logo color is vibrant green to symbolize the growth and vitality community living fosters.

Our Name

The community and corporate names are classic navy blue in color to symbolize strength and stability.

Every community logo is anchored with the words "by Erickson Senior Living" to clearly identify our offering to prospective residents and employees.

Linking Erickson Senior Living and the community name highlights the important relationship between the management company and the communities as, together, we strive to create an environment where residents and employees can thrive.

YOU are the PROMISE of our bright future and the embodiment of our brand! Thank you for helping people live better lives.

Ann's Choice
BY ERICKSON SENIOR LIVING®

Ashby Ponds
BY ERICKSON SENIOR LIVING®

Avery Point
BY ERICKSON SENIOR LIVING®

Brooksby Village
BY ERICKSON SENIOR LIVING®

Cedar Crest
BY ERICKSON SENIOR LIVING®

Charlestown
BY ERICKSON SENIOR LIVING®

Eagle's Trace
BY ERICKSON SENIOR LIVING®

Fox Run
BY ERICKSON SENIOR LIVING®

Greenspring
BY ERICKSON SENIOR LIVING®

Highland Springs
BY ERICKSON SENIOR LIVING®

Lantern Hill
BY ERICKSON SENIOR LIVING®

Linden Ponds
BY ERICKSON SENIOR LIVING®

Maris Grove
BY ERICKSON SENIOR LIVING®

Oak Crest
BY ERICKSON SENIOR LIVING®

Riderwood
BY ERICKSON SENIOR LIVING®

Seabrook
BY ERICKSON SENIOR LIVING®

Siena Lakes
BY ERICKSON SENIOR LIVING®

Tallgrass Creek
BY ERICKSON SENIOR LIVING®

Wind Crest
BY ERICKSON SENIOR LIVING®

Windsor Run
BY ERICKSON SENIOR LIVING®

Woodleigh Chase
BY ERICKSON SENIOR LIVING®